CLAIMS

We claim:

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- 1. An apparatus, comprising:
- a service control component that provides to one or more telephony devices of a plurality of telephony devices on a call, one or more services associated with one or more numbers associated with the one or more telephony devices on the call through employment of one or more data streams associated with the call.
- The apparatus of claim 1, wherein the service control component and one or more application server components cooperate to provide the one or more services
 to the one or more telephony devices on the call.

3. The apparatus of claim 2, wherein the one or more numbers associated with the one or more telephony devices on the call comprise one number associated with one telephony device on the call, wherein one application server component of the one or more application server components is associated with the one number associated with the one telephony device on the call;

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wherein the service control component and the one application server component associated with the one number associated with the one telephony device establish one or more of the one or more data streams associated with the call;

wherein the service control component and the one application server component employ the one or more of the one or more data streams associated with the call to provide the one or more services associated with the one number associated with the one telephony device.

4. The apparatus of claim 3, wherein the service control component and the one application server component communicate information associated with the one number associated with the one telephony device through employment of the one or more of the one or more data streams;

wherein the service control component and the one application server component employ the information to provide the one or more services to the one telephony device.

5. The apparatus of claim 4, wherein the one or more services comprise one or more routing services, wherein the service control component employs the information to evaluate the one or more routing services;

wherein the service control component communicates with a switch component to route the call based on the one or more routing services.

- 6. The apparatus of claim 1, wherein the service control component obtains information from one or more of the one or more telephony devices on the call through employment of the one or more data streams.
- 7. The apparatus of claim 6, wherein the one or more of the one or more 10 telephony devices on the call are associated with one or more application server components, wherein the service control component the and one or more application server components cooperate to communicate information associated with the one or more of the one or more telephony devices;

wherein the service control component and the one or more application server components cooperate through employment of the information to provide one or more of the one or more services to the one or more of the one or more telephony devices.

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8. The apparatus of claim 1, wherein one or more identifiers comprise one or more addresses associated with the service control component;

wherein the service control component selects one or more of the one or more identifiers to associate with the call;

wherein the service control component employs the one or more of the one or more identifiers to establish one or more of the one or more data streams associated with the call.

9. The apparatus of claim 1, further comprising:

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one or more application server components that communicate with one or more of the one or more telephony devices on the call;

wherein the service control component and one or more of the one or more application server components communicate through employment of one or more of the one or more data streams associated with the call.

10. The apparatus of claim 9, wherein one or more identifiers comprise one or more addresses associated with one or more of the one or more application server components;

wherein the service control component and the one or more of the one or more application server components employ the one or more identifiers to establish the one or more data streams.

11. The apparatus of claim 10, wherein the service control component employs the one or more identifiers to initiate one or more of one or more data stream request messages to the one or more application server components;

wherein the service control component and the one or more application server components establish the one or more data streams through employment of one or more of one or more data stream request messages.

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12. The apparatus of claim 11, wherein one or more messages associated with the call contain one or more of the one or more identifiers, wherein the one or more of the one or more application server components and one or more switch components cooperate to insert the one or more of the one or more identifiers within the one or more messages;

wherein the service control component receives the one or more of the one or more identifiers from within the one or more messages.

13. The apparatus of claim 11, wherein the one or more of the one or more

data stream request messages conform to a data stream control protocol, wherein the

service control component and the one or more application server components employ
the data stream control protocol to establish the one or more data streams.

14. The apparatus of claim 9, wherein the one or more application server components establish one or more web portals with one or more of the one or more telephony devices on the call;

wherein the service control component and the one or more application server components cooperate in employment of the one or more web portals to communicate with the one or more of the one or more telephony devices.

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- 15. The apparatus of claim 14, wherein the service control component and the one or more application server components receive information associated with the one or more of the one or more telephony devices through employment of the one or more web portals.
- 16. The apparatus of claim 15, wherein the service control component and the one or more application server components cooperate through employment of the information associated with the one or more of the one or more telephony devices to provide the one or more services to the one or more of the one or more telephony devices.
 - 17. The apparatus of claim 1, further comprising:

one or more switch components that cooperate with the one or more telephony devices to establish the call;

wherein the service control component communicates with one or more of the one or more switch components to establish the one or more data streams associated with the call.

18. The apparatus of claim 17, wherein the one or more of the one or more switch components employ one or more messages to establish the call, wherein the one or more messages contain one or more identifiers associated with the call, wherein the one or more identifiers comprise one or more addresses associated with one or more application server components;

wherein the service control component communicates with the one or more of the one or more switch components to receive the one or more identifiers from within the one or more messages;

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wherein the service control component employs the one or more identifiers to establish the one or more data streams with the application server component;

- 19. The apparatus of claim 18, wherein the service control component and the one or more of the one or more switch components employ one or more service control protocols to associate the identifier with the call.
- The apparatus of claim 19, wherein the service control component and
 the one or more of the one or more switch components employ one or more
 Transactional Capabilities Application Part (TCAP) queries to associate the identifier with the call.
 - 21. The apparatus of claim 20, wherein the service control component and the one or more of the one or more switch components employ one or more Session Initiation Protocol (SIP) queries to associate the identifier with the call.

- 22. The apparatus of claim 17, wherein the one or more of the one or more switch components employ one or more messages to establish the call, wherein the one or more messages contain one or more identifiers, wherein the one or more identifiers are associated with the one or more service control component;
- wherein the service control component and the one or more of the one or more switch components cooperate to select the one or more identifiers;

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wherein the service control component and the one or more of the one or more switch components employ the one or more messages to provide the one or more identifiers associated with the service control component to one or more application server components associated with the call.

23. A method, comprising the step of:

providing, by one or more service control components, one or more services to one or more telephony devices on a call through employment of one or more data streams associated with the call.

24. The method of claim 23, wherein the one or more services are based on information associated with one or more of the one or more telephony devices on the call, wherein one or more application server components comprise a first portion of the information associated with the one or more of the one or more telephony devices, wherein one or more of the one or more service control components comprise a second portion of the information associated with the one or more of the one or more telephony devices, wherein the step of providing, by the one or more service control components, the one or more services to the one or more telephony devices on the call through employment of the one or more data streams associated with the call comprises the steps of:

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establishing the one or more data streams between one or more of the one or more service control components and one or more of the one or more application server components;

obtaining the first portion of the information associated with the one or more of the one or more telephony devices on the call through employment of the one or more data streams; and

providing the one or more services that are based on the first portion of the information and the second portion of the information associated with the one or more of the one or more telephony devices on the call.

25. The method of claim 24, wherein one or more messages serve to establish the call, wherein the one or more messages comprise one or more identifiers associated with the one or more of the one or more application server components, wherein the step of establishing the one or more data streams between the one or more of the one or more service control components and the one or more of the one or more application server components comprises the steps of:

receiving the one or more identifiers from within the one or more messages; and

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establishing, by the one or more of the one or more service control components, the one or more data streams with the one or more of the one or more application server components associated with the one or more identifiers.

26. An article, comprising:

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one or more computer-readable signal-bearing media;

means in the one or more media for providing, by one or more service control components, one or more services to one or more telephony devices on a call through employment of one or more data streams associated with the call.

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